

Virginia Department of Historic Resources

PIF Resource Information Sheet

This information sheet is designed to provide the Virginia Department of Historic Resources with the necessary data to be able to evaluate the significance of the property for possible listing in the Virginia Landmarks Register and the National Register of Historic Places. This is not a formal nomination, but a necessary step in determining whether or not the property could be considered eligible for listing. Please take the time to fill in as many fields as possible. A greater number of completed fields will result in a more timely and accurate assessment. Staff assistance is available to answer any questions you have in regards to this form.

General Property Information	For Staff Use Only DHR ID #:
Property Name(s): <u>Leslie Avenue warehouse #2</u>	
Property Date(s): <u>1952</u> <input type="checkbox"/> Circa <input type="checkbox"/> Pre <input type="checkbox"/> Post Open to Public? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> Limited <input type="checkbox"/> No	
Property Address: <u>1423-1427 Leslie Avenue</u> City: <u>Alexandria</u> Zip: <u>22301</u>	
County or Ind. City: <u>Ind. City of Alexandria</u> USGS Quad(s): <u>Alexandria, VA-DC-MD</u>	

Physical Character of General Surroundings
Acreage: <u>0.3942</u> Setting (choose one): <input checked="" type="checkbox"/> Urban <input type="checkbox"/> Town <input type="checkbox"/> Village <input type="checkbox"/> Suburban <input type="checkbox"/> Rural <input type="checkbox"/> Transportation Corridor
Site Description Notes/Notable Landscape Features: <u>The building is situated on level ground within a trapezoidal lot encompassing 17,171 square feet, situated on the east side of Leslie Avenue, south of E. Nelson Avenue. It lies just west of present-day CSX railroad and WMATA metro tracks which are remnants of Potomac Yards.</u>
Secondary Resource Description (Briefly describe any other structures (or archaeological sites) that may contribute to the significance of the property:
Ownership Category: <input checked="" type="checkbox"/> Private <input type="checkbox"/> Public-Local <input type="checkbox"/> Public-State <input type="checkbox"/> Public-Federal

Individual Resource Information
What was the historical use of this resource? Examples include: Dwelling, Grist Mill, Bridge, Store, Tobacco Barn, etc...
<u>Light industrial/warehouse</u>
What is the current use? (if other than the historical use) <u>Commercial/office</u>
Architectural style or elements of styles: <u>Art Deco</u>
Architect, builder, or original owner: <u>James N. Juliano, builder; Floyd K. Huston Associates, architect</u>
of stories <u>1</u> Condition: <input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Deteriorated <input type="checkbox"/> Poor <input type="checkbox"/> Ruins <input type="checkbox"/> Rebuilt <input type="checkbox"/> Renovated

Are there any known threats to this property? **None known**

Resource Component Information

Please answer the following questions regarding the individual components of the resource. If the component does not exist, answer "n/a." If you feel uncomfortable in answering the question, please leave the space blank. Photographs of the features can also help our staff identify specific feature components. Usually, priority is given to describing features on the primary (front) facade of the structure.

Foundation: Describe the foundation that supports the structure. Examples include piers, continuous brick, poured concrete.
Concrete (continuous brick visible)

Structure: Describe the primary structural component of the resource. Include primary material used. Examples include log, frame (sawn lumber), and brick. Also include the treatment, such as a particular brick bond or type of framing, if known.
Steel frame, cinder-block, brick

Walls: Describe the exterior wall covering such as beaded weatherboard or asbestos shingles.
Red brick laid in a 5:1 common bond, limestone trim

Windows: Describe the number, material, and form of the primary windows. This includes the number of panes per sash, what the sashes are made of, and how the sashes operate (are they hinged or do they slide vertically) Have the windows been replaced?
9 full-height, fixed-pane, multi-light windows in metal frames

Porch: Briefly describe the primary (front) porch. List the primary material, shape of the porch roof, and other defining details.
N/A

Roof: Describe the roof, listing the shape and the covering material.
Flat parapet

Chimney(s): List the number of chimneys and the materials used. Include the brick bond pattern if possible.
N/A

Architectural Description of Individual Resource: *(Please describe architectural patterns, types, features, additions, remodelings, or other alterations. A sketch of the current floor plan would be appreciated.)*

The Art Deco building at **1423-27 Leslie Avenue** was constructed in 1952 by builder and property owner James Juliano.ⁱ It is one of five Art Deco warehouses developed by Juliano and his partner, Frank Koplin, along Leslie Avenue between 1952 and 1953. It was designed by the Alexandria-based Floyd K. Huston Associates,¹ architects, but is similar in style and detailing to 501 E. Monroe, a neighboring warehouse built the same year and designed by Washington, D.C.-based architect William St. Cyr Barrington.

The building's trapezoidal footprint first appears on the 1958 Sanborn Fire Insurance Map of Alexandria, Virginia, in which it is described as having concrete floors and comprising steel columns and beams with one-foot-thick cinder block walls faced in brick. Further notation suggests that its one-story height measures 17 feet, and that the building is capped with a metal deck roof on steel joists.ⁱⁱ [Figure 1] The warehouse's gross building area is 11,911 square feet.ⁱⁱⁱ

From the outset, the industrial structure was intended to house light manufacturing or to function as a storage facility. The first occupant was the United States Postal Service, which used the warehouse as a receiving depot until the start of 1954. That year, Lanman Engraving Company (photographic engineers)

¹ Huston also designed the neighboring warehouses at 1406 and 1305-1321 Leslie Avenue for Juliano and Koplin.
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leased the space and remained its primary occupant until 1980.² At the dawn of 1954, property owner Isadore Parzow hired the architecture firm of Bernard Lyon Frishman Associates to "modify [the warehouse] for dance hall purposes" for the sum of \$2,000.^{iv} The interior was divided into two spaces, creating the address 1427 Leslie Avenue, which was occupied by the Dominion Recreation Company. Basic maintenance included roofing, which was undertaken in 1964 by Virginia Roofing Company, which reapplied slag over existing felts and wood sheathing for \$3,390; the warehouse was reroofed again in 1987.^v An interior partition was erected in 1977, under the occupancy of Southern & Lanman.^{vi} In 1989, 1423 was occupied by Fitzgerald Commercial Movers Moving and Storage Company, which occupied the space through 2008 and renovated the warehouse in 1995. In 2009, 1427 was rebuilt as office space, which is currently leased by The Smart Media Group.

The building is oriented towards the west and reads as six bays wide by five bays deep. The façade is visually broken into a central block flanked by end pavilions with parapet roofs that extend above the roofline. The exterior walls are brick, laid in a five-to-one common bond, and rise from the ground plane to a flat roof coped in stone and decorated with a geometric limestone cornice. The parapet pavilions are framed by fluted, limestone pilasters, the capitals of which extend above the roofline and are spanned by plain stone frieze and cornice. The end pavilions feature full-width and full-height, metal-frame, fixed-pane window with 28 lights and simple stone surrounds. The entrance to 1427 punctuates the aperture on the northern pavilion (eradicating six lights), and features metal-frame, single-light, glass double doors topped with a single-light transom. The main entrance (to 1423) is slightly off-center; it features a single-light glass door with a metal frame flanked by single-light, three-quarter-height sidelights, all of which is surrounded by a plain stone trim. Above the lintel, inset above the doorway as part of the entrance surround, is a large, decorative stone panel bearing geometric shapes and spirals. This ornate panel is found above the entrances of four other neighboring warehouses, and all of the carved stone appliqué bears characteristic Art Deco designs similarly displayed on the adjacent buildings. The central block is asymmetrically fenestrated with seven full-height, fixed-pane windows with 15 lights each in metal frames. The apertures are separated by fluted, stone pilasters and surrounded by plain stone trim. The north elevation is fenestrated with eight fixed-pane, metal windows with eight lights. The south elevation has a double window similar to those found on the façade on the westernmost bay as well as one fixed-pane, four-light metal window in the center, one metal double-hung with one-over-one lights on the easternmost bay, and a double glass door with single lights in metal frames topped by a single-light transom. The east (rear) elevation is currently inaccessible.

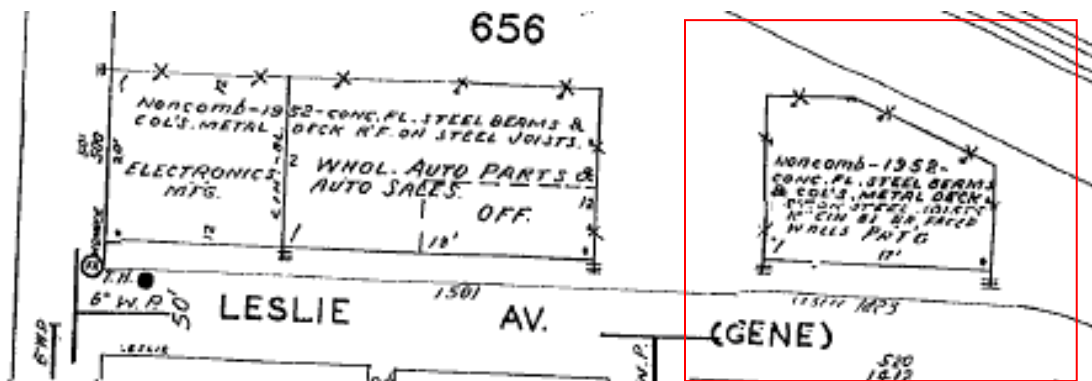


Figure 1: Sanborn Fire Insurance Map of Alexandria, Virginia, 1958, Vol. 1, Sheet 46.

² Lanman Engraving Company was renamed Southern & Lanman circa 1974 and Southern & Lanman/Nobel circa 1979; all of these entities bore the address 1423 Leslie Avenue in consecutive annual editions of Alexandria City directories.

Significance Statement: Briefly note any significant events, personages, and/or families associated with the property. (Detailed family genealogies are not necessary.) Please list all sources of information. It is not necessary to attach lengthy articles or genealogies to this form. Normally, only information contained on this form will be posted for consideration by the State Review Board.

The Leslie Avenue warehouse #2 occupies Lot 601, formerly Parcel 1 of the Richmond, Fredericksburg and Potomac Railroad (RF&P RR) land (Assessment Map 204). [Figure 2] At the turn of the 20th-century, this land was situated within the Jefferson Magisterial District of Alexandria County and belonged to various individuals, including John W. Slater and Richard Tucker. [Figure 3] Along with the Town of Potomac, this area (sometimes referred to as East Braddock) was annexed by the City of Alexandria in 1930. The area remained rural and under-developed for the next two decades after annexation: the 1941 Sanborn Fire Insurance Map of Alexandria, Virginia shows the large triangular parcel running alongside Gene Alley (later renamed Leslie Avenue), on which the Leslie Avenue warehouse #2 would be erected 11 years later, as empty. [Figure 4]

This area remained undeveloped despite the opening of "the Potomac Yards, a major railroad switching facility located [just east of] the Washington-Alexandria Turnpike (now Route 1)" in 1906.^{vii} Encompassing 450 acres, the vast Yards "was built for the joint use of a number of railroads to classify and interchange their freight traffic,"^{viii} including the RF&P, the C&O, Conrail, the Delaware and Hudson, and the Norfolk Southern railroad companies. During the first half of the last century, the switching point was one of the busiest on the east coast, containing 50 miles of tracks which stored as many as 3,130 cars.^{ix}

The RF&P railroad relinquished ownership of two parcels (Parcel 1 containing 88,252 square feet, and Parcel 2 containing 11,948 square feet) to Mildred E. Koplin and James Juliano in 1951.^x James Nicholas Juliano (ca.1924-1997), a builder and real estate developer,³ began his career in residential development with his brothers, Joseph and John, but went into commercial development with partner Frank Koplin circa 1945. One of the partnership's earlier projects was Mason Hall Apartments (1951) in Alexandria, followed by the Virginia Plaza Shopping Center, Gem department stores, and the Bradlick Shopping Center (1963) in Annandale, Virginia.^{xi} Before constructing the five Leslie Avenue warehouses, Juliano built well-appointed warehouses in the vicinity: in a letter dated 10 March 1952 and directed to the Alexandria Board of Zoning Appeals, Juliano states that the board should not "worry" about the quality of his warehouse designs, as he already had built "beautiful" warehouses on Reed Avenue and U.S. Route 1.^{xii}

In fact, the warehouse was designed in a high-style Art Deco by Floyd K. Huston⁴ Associates, an Alexandria-based architecture firm, most likely in accordance with the elevations for 501 E. Monroe Avenue, which local architect and native Washingtonian, William St. Cyr Barrington (ca. 1898-1976), prepared that same year.⁵ Barrington's design for the Leslie Avenue warehouse monumentalized the structure and its banal purpose through the use of decoration and exquisite detailing. The significant use of stone, however, as an appliqué building material can be attributed to Juliano, who was the son of an Italian stonemason who immigrated to Philadelphia at the turn of the last century. Juliano's signature aesthetic was the use of stacked stone in particular, and his buildings reflect a continued interest in stone masonry and Italian craft traditions.^{xiii} The warehouse is not only one of the finest examples of Art Deco

³ Juliano was listed in Alexandria city directories between 1950 and 1957 as having the occupation "president and residential manager," presumably of James Juliano, Builders & Realty Corp., the firm listed on new construction permit #5385 from 29 March 1952 for 1509 Leslie Avenue.

⁴ Born in Allegheny County, Pennsylvania in 1918, Floyd K. Huston lived most of his adult life in Alexandria and the vicinity, passing away at his home in Fairfax in 1981. In 1955, while a resident of Alexandria, he became a member of the Andrew Jackson Masonic Lodge No. 120.

⁵ There is some confusion about Barrington's name; other scholars have written it Edward William, William E., and William C. The name on the drawings for 501 E. Monroe Avenue is "William St. Cyr Barrington."

in the area, but is perhaps a rare example of an industrial building in which so much attention has been paid to architectural quality.

The Koplins and Juliano sold the property at 1423 Leslie Avenue to Isadore Parzow,⁶ a frequent partner of Juliano's in real estate transactions.^{xiv} Born in Russia in 1909, Parzow immigrated to the United States as a child, in 1913. In 1935, he was managing a liquor store in Atlantic City, New Jersey, before moving to the Washington, D.C. region, where he became an attorney and real-estate developer.^{xv} Circa 1960, he co-founded the partnership Juliano & Parzow, which was responsible for the construction of the Bradlick Shopping Center (1963) in Annandale; at the same time, in April 1960, Parzow, Juliano, and Arthur Zinnamon formed Kent Washington, Inc., a real-estate development firm with offices on K Street in northwest D.C.^{xvi} In January 1967, Parzow was indicted in a federal lawsuit in which he was found guilty "of conspiring to use interstate facilities to promote a bribery scheme;" specifically that "Parzow, a member of the Washington development firm of Juliano & Parzow, gave [Fairfax County Board of Supervisors John P.] Parrish 1,000 shares of stock valued at \$5,250 in Kent Washington, Inc. in return for Parrish's favorable vote on the zoning [of the Bradlick Shopping Center]."^{xvii} For this, Parzow was sentenced to a two-year term in the federal penitentiary in Lewisburg, Pennsylvania.^{xviii} Parzow remained in real-estate development in the area, and died in Pampano Beach, Florida in 1983 at the age of 74 years.

Parzow relinquished ownership of 1423-1427 Leslie Avenue in 1955, selling it to Maury, Eugene, and Robert Young.^{xix} Young & Simon Company Inc. held the deed of title to the property until 1977, when it was transferred to Alexandria Investment Associates Ltd.^{xx} The latter defaulted on a mortgage and lost the title, and the property was acquired by Leslie Property Associates by public auction on 15 August 1986.^{xxi} It was then sold to Patrick Daly Fitzgerald (of Fitzgerald Moving and Storage) in 1988, who transferred it to the 1423 Leslie Avenue LLC in 1999.^{xxii} This body relinquished rights to the property to the present owners, 1423 Del Ray Associates LLC, in 2012.^{xxiii}

The building lies outside the boundaries of the Town of Potomac Historic District, listed in the National Register of Historic Places in 1992. However, the building should be considered either individually or as one in an ensemble of five adjacent warehouses. It is significant on the local and state levels as characteristic of the Art Deco style (criterion C); for its association with local persons of significance, including area developer James Juliano and local architect Floyd K. Huston (criterion B); and for its role in the development of the greater Del Ray neighborhood as an urban enclave (criterion A) concurrent with Northern Virginia's growing regional importance in the interwar years and the country's transformation from a predominantly rural to an urban character. It retains integrity in its setting, location, design, materials, and feeling.

⁶ Also spelled 'Parzon' in United States Federal Population Census records.
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Figure 3: Map showing East Braddock circa 1900. Howell & Taylor, "Map of Alexandria County, Virginia for the Virginia Title Co., Alexandria" 1900. Repository: Center for Local History - Arlington Public Library.

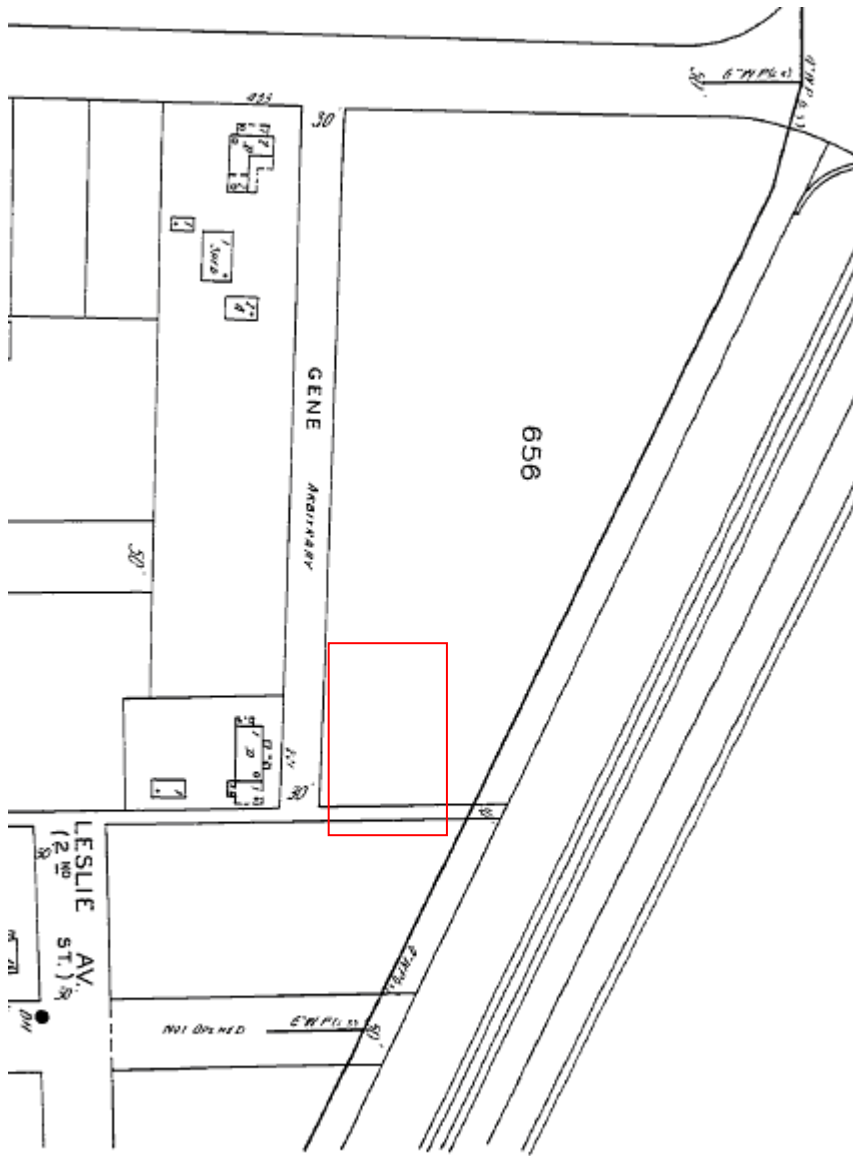


Figure 4: Sanborn Fire Insurance Map of Alexandria, Virginia, 1941, Vol. 1, Sheet 46. N.b., the red outline marks the approximate present footprint of the building.



1. 1423-1427 Leslie Avenue. Façade and north elevation (partial), oblique angle, facing SE. Photo by Gwen White, 4/6/14.



2. 1423-1427 Leslie Avenue. North elevation, oblique angle, facing SE. Photograph by Gwen White, 4/6/14.



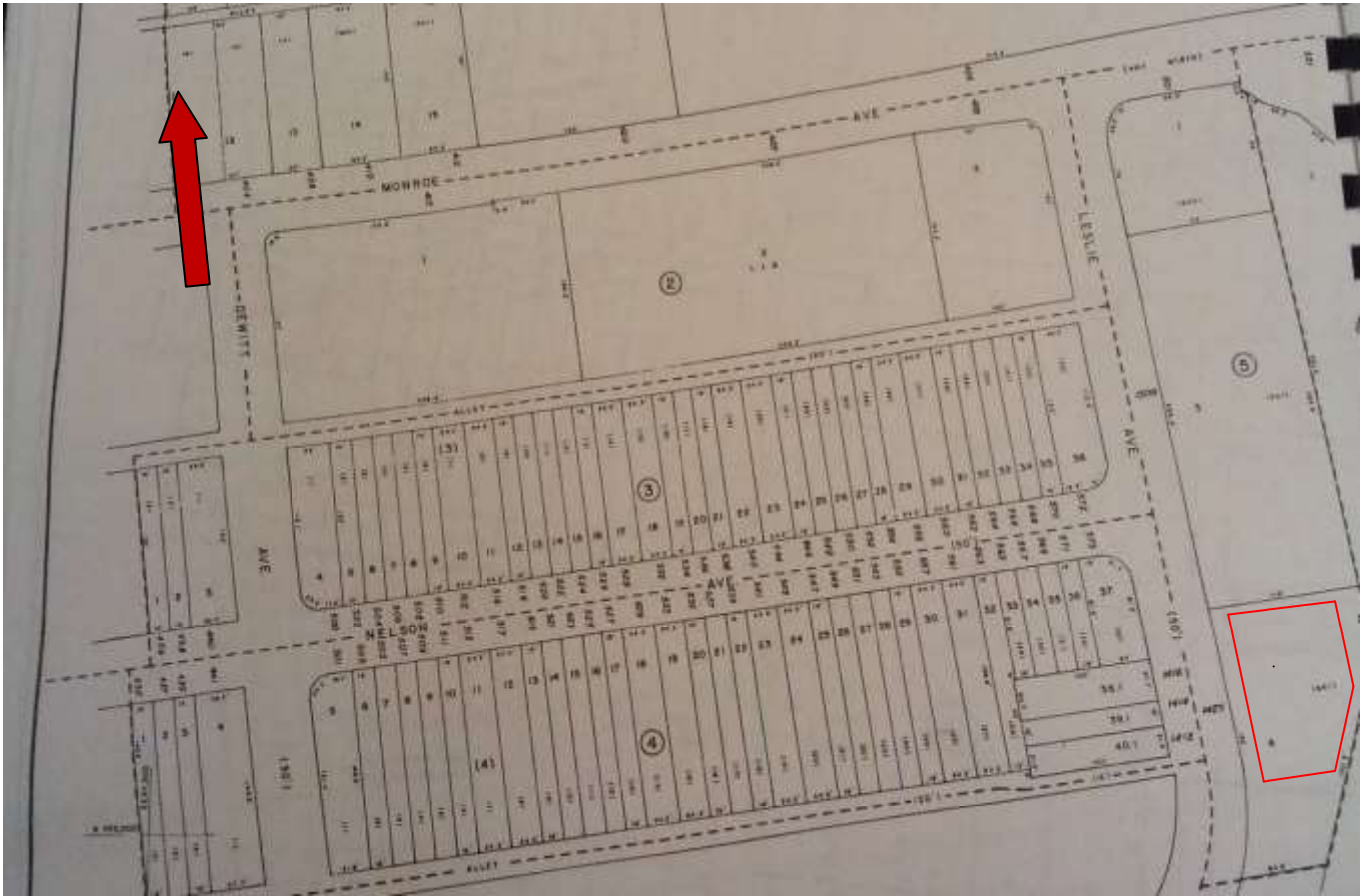
3. 1423 Leslie Avenue. Façade (partial), detail entrance, straight angle, facing 76° E. Photograph by Gwen White, 4/6/14.



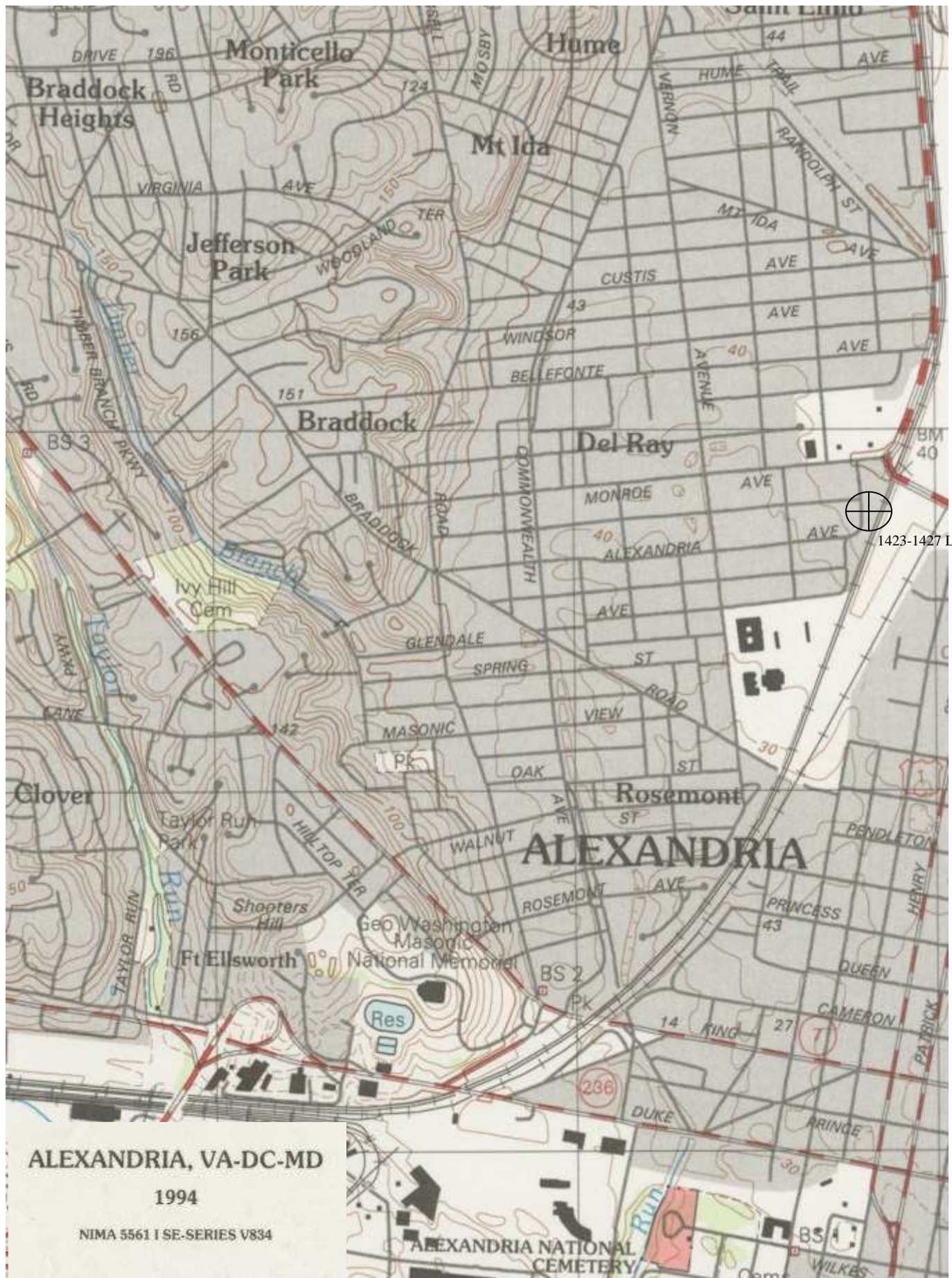
4. 1427 Leslie Avenue. Facade (partial), detail end pavilion and entrance, straight angle, facing 72° E. Photograph by Gwen White, 4/6/14.



4. 1423-1427 Leslie Avenue. South elevation, oblique angle, facing 44° NE. Photograph by Gwen White, 4/6/14



Building outline not to scale. 2014.



ENDNOTES

- ⁱ New construction permit #5503 from 8 July 1952 for 1423 Leslie Avenue. City of Alexandria Archives and Records Center.
- ⁱⁱ Sanborn Fire Insurance Map of Alexandria, Virginia, 1958, Vol. 1, Sheet 46.
- ⁱⁱⁱ City of Alexandria Real Estate Assessment database, Account No.13531000, Assessment Map 044.01-05-04.
- ^{iv} Alteration/repair permit #11295 from 27 January 1954 for 1406 Leslie Avenue. City of Alexandria Archives and Records Center.
- ^v Alteration/repair permits #20910 from 12 August 1964 and #44092 from 5 August 1987 for 1423 Leslie Avenue. City of Alexandria Archives and Records Center.
- ^{vi} Alteration/repair permit #3434 from 29 May 1977 for 1423 Leslie Avenue. City of Alexandria Archives and Records Center.
- ^{vii} Susan Escherich, "Town of Potomac Historic District," National Register of Historic Places, 1992, section 8: page 40.
- ^{viii} Nan and Ross Netherton, *Arlington County in Virginia: A Pictorial History* (Norfolk: The Donning Co., 1987), 133. Also, Robert L. Crabill, "History of the Town of Potomac" 2nd Ed., June 1993.
- ^{ix} *ibid.*
- ^x City of Alexandria Deed Book 329, page 92, 29 March 1951: RF&P Railroad Co., Grantor to Mildred E. Koplin and James Juliano, Grantees. Alexandria Clerk of the Court - Court of Records.
- ^{xi} "Washington Area Builder, Developer," obit., *The Washington Post* (2 August 1997): C4.
- ^{xii} New construction permit # 5385 from 29 March 1952 for 1509 Leslie Avenue. City of Alexandria Archives and Records Center.
- ^{xiii} James Juliano, Jr. Telephone interview with Heather McMahon, 26 April 2014.
- ^{xiv} City of Alexandria Deed Book 350, page 547, 1 May 1953: Mildred E. and Frank Koplin and James Juliano, Grantors, to Isadore Parzow, Grantee. Alexandria Clerk of the Court - Court of Records.
- ^{xv} United States Federal Population Census of 1940. Accessed via Ancestry.com 15 June 2014.
- ^{xvi} SEC, "Securities and Exchange Commission News Digest," Washington, D.C. 20 July 1961: 2. Accessed 15 June 2014 at: <http://www.sec.gov/news/digest/1961/dig072061.pdf>
- ^{xvii} "Ex-Fairfax Supervisor is Convicted in Bribery Attempt," *The Danville Register*, 25 February 1967: 5. Accessed 15 June 2014 at: <http://www.newspapers.com/newspage/6748559/>. See also United States of America, Appellee, v. Isadore Parzow, Appellant; United States of America, Appellee, v. John P. Parrish, Appellant, United States Court of Appeals Fourth Circuit. - 391 F.2d 240: Argued November 7, 1967 Decided February 5, 1968. Accessed 15 June 2014 at: <http://law.justia.com/cases/federal/appellate-courts/F2/391/240/133957/>
- ^{xviii} "Fairfax Supervisors, Realtors Reprieved," *The Free Lance-Star* [Fredericksburg, VA] 26 October 1968: 11. Accessed 15 June 2014 at: <http://news.google.com/newspapers?nid=1298&dat=19681026&id=7uZNAAAIBAJ&sjid=g4oDAAAIBAJ&pg=4135,593577>
- ^{xix} City of Alexandria Deed Book 401, page 493, 8 March 1955: Isadore and Minnie Parzow, Grantors, to Maury, Eugene, & Robert Young, Trustees, Grantees. Alexandria Clerk of the Court - Court of Records.
- ^{xx} City of Alexandria Deed Book 853, page 133, 25 March 1977: Maury, Eugene, & Robert Young, Trustees, Grantors to Alexandria Investment Associates Ltd., Grantee. Alexandria Clerk of the Court - Court of Records.
- ^{xxi} City of Alexandria Deed Book 1224, page 1062, 15 September 1987: William Daniel Sullivan, Trustee, Grantor to Leslie Property Associates, Grantee. Alexandria Clerk of the Court - Court of Records.
- ^{xxii} City of Alexandria Deed Book 1232, page 917, 6 January 1988: Leslie Property Associates, Grantor to Patrick Daly Fitzgerald, Grantee. City of Alexandria Deed Book 1697, page 390, 28 April 1999: Patrick Daly Fitzgerald, Grantor to 1423 Leslie Avenue LLC, Grantee. Alexandria Clerk of the Court - Court of Records.
- ^{xxiii} City of Alexandria Instrument Number 120024642, 2 November 2012: 1423 Leslie Avenue LLC, Grantor to 1423 Del Ray Associates LLC, Grantee. Alexandria Clerk of the Court - Court of Records.